18. The device of claim 17 in which the power-operated means includes a flow control valve in control of the rate of travel of the carriage member, at least in movement from the first to the second position.

19. The device of claim 17 in which the power-operated means includes a pressure regulator in control of the carriage member, at least in its travel from its first to its second position.

20. The device of claim 17 in which the power-operated means includes a pair of valves in control of the travel of the carriage member from its first position to its second position, one valve being a flow control valve and the other being a pressure regulator.

21. The device of claim 12 in which the power-operated means includes a spring urging the carriage in one direction and a power-operated device operable to urge the carriage member in the other direction.

22. The device of claim 21 in which the spring urges the carriage member into its second position.

23. The device of claim 21 in which the spring urges the carriage member into its first position.

24. The device of claim 21 in which the power-operated device is a solenoid.

25. The device of claim 21 in which the power-operated device is a fluid pressure operated unit.

26. The device of claim 21 and means to regulate the rate of travel of the carriage member, at least in its travel from the first position to the second position.

27. The device of claim 21 and means to regulate the pressure exerted by the carriage member, at least in its travel from its first to its second position.

28. The device of claim 21, and means in control of the power-operated means, at least in its travel from its first to its second position to regulate both its rate of travel and its force.

29. The device of claim 25 in which the unit includes a delivery and relief conduit and a three-way valve in control thereof.

30. The device of claim 20 and means operable to control the relief of the unit to modify the action of the spring.

31. A device for applying a tape section of a predetermined length from a roll of tape having at least one face coated with a pressure-sensitive adhesive, said device including a support and hub on said support for rotatably supporting the core of a roll of tape and including rotatable biasing means connectable to said core and operable to cushion an unwinding pull on the tape and yieldably urging the turning of the tape roll in a winding direction, reciprocable means carried by said support and operable to form and apply a severed section and in one direction exerting an unwinding pull on the tape when a tape roll is mounted on said hub and connected to said means, and a follower including a friction roll for engagement with the periphery of the tape roll mounted on said hub, a member connected to said support for movement relative thereto as the mounted roll is unwound to maintain said friction roll in contact with the periphery of said tape roll, and rotatable biasing means connecting said friction roll to said member and operable to cushion an unwinding pull on the tape and yieldably urge the friction roll to urge the turning of the tape roll in a winding direction.

32. The device of claim 31 and means limiting the action of the follower after the tape roll has been unwound to a predetermined extent.

33. The device of claim 32 in which the tape roll hub also includes an adjustable drag.

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